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## **Lantmännen Unibake sees Danish in future US plans**

*Danish Pastry is a hit in the United States, which has spurred one of the Europe's leading bakery concerns to take the first step in a long-term growth strategy in the United States.*

*First stop: Florida.*

ST. PETERSBURG, FLORIDA – Lantmännen Unibake, Europe's leading supplier of frozen bread products, is taking an important step in the American bread market with its acquisition of Euro-Bake, one of the premier artisan bakeries in the US. The acquisition means that Unibake now has production capacity in the United States for the first time and signals an important step in its worldwide growth strategy.

Currently, all Unibake products sold in the United States are produced in Europe and then transported to the US for sale. Unibake plans to begin producing some of its products in St. Petersburg in the future to help meet America's growing demand for the products the Danish company has been baking for decades – Danish pastries.

“The demand for Lantmännen Unibake's products is on the rise in the United States, where we saw a 25 percent increase in sales last year,” said Scott Kolinski, General Manager for Lantmännen Unibake's US operations. “Euro-Bake also has a strong product line and customer base, so we can now offer products from both companies.”

With the acquisition, Euro-Bake will change its name to Lantmännen Unibake. Euro-Bake's current product lines, which include European inspired bread types like baguettes, ciabatta and focaccia bread will continue to be produced under the Lantmännen Unibake name. The bakery will gradually begin building expertise and production capabilities to include other Lantmännen Unibake offerings.

“Lantmännen Unibake has had sales activities in the United States for a few years now and we have been particularly strong in the Hotel and Cruise Line markets,” said Kolinski. “But demand for our products is growing rapidly among other places in the in-store segment. We are now taking the steps to ensure we can meet that demand in the future.”

Kolinski, who has led Unibake Sales efforts in the US since 2002 said that Unibake's management had been searching for a bakery that met a number of criteria such as size, growth potential, profitability and quality for several months before deciding on Euro-Bake. Unibake wants to ensure a competitive product offering in several markets around the world, he said, and is taking steps in other countries, too.

### **About Lantmännen Unibake:**

Lantmännen Unibake has almost 4,500 employees in 19 different countries and operates 30 bakeries worldwide. Lantmännen Unibake is the leading bakery group in Europe within frozen bakery products. The company is market leader in the

Scandinavian market and has production units in Denmark, Sweden, Norway, Germany, Poland, Belgium, Russia, and now also in the USA. Furthermore, the company has sales companies in the Spain, Japan, Korea, the Baltic States and UK (associated company).

**About Euro-Bake:**

Euro-Bake was founded by Harty Gerhard in 1993 who settled in the Tampa / St. Petersburg area of Florida. The company started selling and distributing German bread to American customers and over the past 15 years it has developed into a modern industrial bakery with three state-of-the-art production lines, nearly 200 employees and 25 million dollars in revenue. In recent years, the company has experienced an average growth of 35 percent and today is recognized as one of the premier artisan bakeries in the USA.

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